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ABSTRACT

Based on the experiences of the Women Reaching Women chapters in Wisconsin, this manual provides information on beginning and implementing a volunteer program to train women to help female drug and alcohol abusers. The materials are designed for volunteer coordinators who may be paid or unpaid persons. The manual, containing four sections, is arranged in the order that Women Reaching Women coordinators would follow in starting a chapter. The first section covers the whole field of using volunteers, including how to motivate and recruit volunteers, job descriptions for volunteers, screening, sample training sessions, public speaking tips, volunteer contracts, registration forms and interviewing forms, guidelines for group facilitators, and evaluation of the volunteer group. The second section suggests methods for using the media to recruit volunteers and to build a positive image. It contains guidelines for conducting a media campaign, obtaining newspaper space and radio time, writing public service announcements, and building a successful working relationship with the media. Sample materials are included. In the third section, citizen advocacy is discussed. This section explains why and how citizen volunteers should lobby for their cause to both private businesses and government agencies. The final section of the guide contains a list of resources to use in Wisconsin for help in starting a volunteer project. (KC)

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WOMEN REACHING WOMEN

VOLUNTEER COORDINATOR'S

TRAINING PROGRAM

CE032552

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Women Reaching Women is the Volunteer Resource Development Project of the Wisconsin Association on Alcohol & Other Drug Abuse, 333 W. Mifflin Street, Suite 4, Madison, Wisconsin 53703. (608) 257-7970

I N T R O D U C T I O N

WOMEN REACHING WOMEN

The Wisconsin Association on Alcohol & Other Drug Abuse

WAAODA is a membership association composed of individuals and organizations concerned about this nation's third leading public health problem--alcohol and other drug abuse. Since 1966, this private, non-profit, statewide, citizens' Association has served as the advocate for improved services, public information, policy and law.

The Association protects the interests of specials groups, such as women. youth, the aged, minorities, the handicapped and poor; promotes communication networks among community groups interested in affecting the political process; provides help to community groups in volunteer recruitment and training, particularly related to alcohol and women's issues; provides media materials for public awareness campaigns; educates the public through conferences and workshops; publishes an alcohol and other drug problems newspaper; and provides technical assistance in policy and law, community organization of citizens' groups; volunteer programs, and publicity for public awareness.

How Women Reaching Women Fits in the Association

Women Reaching Women is one of 29 volunteer resource development projects in the United States. It is funded by the National Institute on Alcohol Abuse and Alcoholism. It is one of several WAAODA projects.

The project is a response to the needs of many women in Wisconsin who require drug and alcohol treatment and are not receiving such services. According to 1976 state statistics, of the 21,280 individuals served by alcohol and other drug treatment facilities supported by state funds, only 3,670 were women.

Women Reaching Women's Program mission is:

1) To get more women into treatment and well.
2) To create public awareness about the problem of women and alcoholism/other drug abuse.
3) To advocate for the needs of women who are in treatment and to advocate for improved treatment programming.
4) To train and use volunteers to achieve the above.
5) To promote healthy life styles for women.

citizen input on alcohol and other drug abuse issues. Our focus is specific to women in large part because the issue has been long overlooked and ignored. Alcohol and drug abuse agencies are encouraged to use volunteers at the local level both to provide a community service and to act as advocates for alcohol and drug public policy issues.

The Women Reaching Women Chapters across Wisconsin provide a direct community service. The project is coordinated at a state-wide level through the Association and is sponsored at the local level by alcohol and drug abuse agencies. WAAODA provides the training in volunteer management and utilization as well as direct technical assistance in establishing a volunteer project. Staff from alcohol and drug agencies around Wisconsin are the recipients of the volunteerism training.

The following sections in this packet are a compilation of two years experience in developing volunteer resources across Wisconsin. It is meant to be used as a guideline in developing a volunteer program, however we believe that training for effective implementation of the project is a necessary component.

The packet provides descriptions of methods of implementation as well as sample materials developed by project staff. Also included are materials reprinted with permission from other sources. The packet is arranged in an order that a WRW Chapter Coordinator would follow in starting a Chapter. All samples are meant to be used, duplicated or rewritten to meet the needs of the volunteer group.

This packet was written and
compiled by Yvonne Pola and
Gayle Ihlenfeld. August 1980

Made possible by Grant #5HAA03703-03 from the National Institute on Alcohol Abuse and Alcoholism, Alcohol, Drug Abuse, Mental Health Administration, Rockville, MD 20857.

VOLUNTEERS

The following section was organized to meet the needs of Volunteer Chapter Coordinators. It contains general information as well as specific guidelines for working with Women Reaching Women volunteers. The materials included present the following information:

Subject	PAGE
1. General information on how to motivate and retain volunteers.	4-6
2. What WRW volunteers can do.	7
3. Specific job descriptions for WRW volunteers.	9-11
4. How to recruit volunteers.	12
5. How to screen potential volunteers.	13
6. WRW volunteer registration form and interview form.	14, 15
7. WRW volunteer contract.	16
8. Sample letters of rejection to potential volunteers.	17, 18
9. Confidentiality guidelines for WRW Chapter Coordinators.	19
10. Sample training sessions for WRW volunteers.	20, 21
11. Public speaking tips for coordinators and volunteers.	22-25
12. Guidelines for group facilitators.	26-29
13. How to evaluate your volunteer group.	30
14. Additional recommended reading for WRW Chapter Coordinators.	32

MOTIVATING AND RETAINING VOLUNTEERS

There is a human energy crisis today. Recruitment of willing volunteers isn't the total cause of the shortage. There are more volunteers working for more organizations than ever before, if we believe statistics supplied by studies done on Volunteerism. The human energy crisis is caused to a great extent, by a lack of understanding what motivates and retains volunteers.

A certain amount of volunteer "turnover" is understandable and expected, but much of it can be avoided if good management techniques were practiced by organizations and the persons responsible for using volunteers.

Motivation is not a matter of manipulation or the use of a carrot on a stick. Motivation will happen and retention of a volunteer will follow, through

1. Understanding why each person volunteers

   Each of us follows a growth pattern and has different needs at different periods of life. Some motives for volunteering are self-interested.

2. The right job for each individual

   Job satisfaction is the volunteer's pay check.

3. A variety of good programs which are action oriented

   Evaluate traditional programs and be innovative in the search for new ways to serve.

4. The characteristics, knowledge and abilities of the volunteer leader or director

   A motivator is someone who causes another person to act. Not someone who simply assigns someone to a job and tells him how to act.

As a motivator you should:

- realize you are an enabler for volunteers
- make volunteer commitment and results your goal
- use the maximum feasible volunteer involvement to set goals
- use effective communications to motivate and retain volunteers
- develop traits in your character which will motivate volunteers

5. A favorable image of your organization

   Almost every organization has a sterotype and often unjustly. Public education and volunteer commitment can change the image of an agency.

6. A climate that allows for volunteer growth and rewards

   Climate may be described as: What the volunteer feels and experiences once she/he has worked in your organization and becomes acquinted with the organization and your leadership style. If he likes what she/he experiences, she/he will stay in the created climate. If she/he doesn't feel comfortable, she's/he's apt to move to a better climate.

Organizational climate differs from image in that it isn't a misconception someone has about your agency. It is based on facts. It's set by:

- how you structure your organization
- how you encourage self-reliance of each volunteer
- how you appropriately award and recognize
- how you challenge each person to new approaches
- how you develop esprit de corps and warmth in the group
- how administration, staff and you lend support to each volunteer
- how you expect each volunteer to set personal goals and perform effectively
- how you cope with volunteers' concerns and problems
- how you make each person feel important regardless of his volunteer job or station in life

When you:

- understand why a person volunteers
- offer him a choice of interesting volunteer activities to choose from
- guide him in a manner which is not authoritative but very supportive
- create a climate which will be healthy for all persons volunteering for you

You will be a motivator and retainer of volunteers through a natural process - not one that is contrived or one where you feel the need to manipulate. And believe me, VOLUNTEERS KNOW THE DIFFERENCE!

NCA Forum, 1978

WHY I'M NOT A VOLUNTEER!

SOMEHOW, I get the feeling that not to be a volunteer in someone's program today is to be uncivilized. But, like many of my fellow sitter-outers, I have my reasons for letting opportunity pass me by. You, the program operator, the professional, have supplied me with them. Do you really want to know why I am not a volunteer?

1. For a long time I never knew you wanted me. You communicated quite well, "I'd rather do it myself, mother". You are articulate in expressing your needs in dollars and decimals. Your silence on service, I figured, was your last word.

2. Once you did call for help, and I stepped forward. But you never told me how to get started. I later thought that maybe what you actually said was, "Why don't we have lunch. . . . . .sometime?"

3. I persevered, however, I reported for duty. You turned me over to a volunteer chairman, and she in turn, sent me to the program chairman. She did not know what to do with so rare a species as a volunteer, so she suggested that I get in touch next Tuesday. I called, but my message got lost.

4. I might have overlooked the run-around. People cannot be blamed for doing the best they can, and the worst and best are hard to distinguish in the emptiness of a vacuum. For some reason, I thought you as their leader would have given a bit of thought before-hand to what you would do with me, a volunteer, or at least let someone else know I was coming and give them the worry of organizing the situation.

5. Come time for the spring mail-out, and I and my neighbor appeared on the scene. We worked: for two days we licked stamps and envelopes' flaps, until the steak at supper tasted like glue. Then I learned from the slip of a clerk that before coming you had turned off the postage machine. I really cannot blame; if you had not gone out of your way to make work for us what could a couple of volunteers have done for two whole days?

6. I tried again a number of times. But you really did not expect much from me. You never trained me, nor insisted that my work be to a standard. A particularly tough day was coming up for the crew, and I cut out - it was a perfect day for golf. On my return, you said nothing of my absence, except to ask about my score. I never learned if my truancy made any difference.

7. In spite of all, I think I did make a contribution. But the only real thanks I got was a letter from you - a form letter. I know how "demanding" this letter was on you. My neighbor had typed the master copy, I had copied it, and together we forged your name, stuffed the envelopes, sealed, stamped, and mailed them.

Jim O'Reilly
Tom Jadin
Winnebago Mental Health Institute
Winnebago, WI 54985

OUTREACH ACTIVITIES AIMED AT WOMEN

The following are examples of how volunteers when trained can be useful to your agency's activities:

1. Volunteers to canvass predetermined target groups with information and materials on:
   a. FAS
   b. women and alcoholism
   c. posters
   d. responsible drinking information and recipes

2. Volunteers who form a Speakers Bureau which would send out announcements of their existence to clubs and civic organizations
   a. Purchase the slide-tape show "There is a Morning After" from the Milwaukee Council on Alcoholism to use on the speaking circuit. (Milwaukee, Wisconsin)
   b. Visit all local social clubs, professional organizations, PTA's, church groups, family planning clinics to give presentations.
   c. Contact local radio, television, newspapers for media coverage on the group as well as on the issue.

3. A volunteer committee that would plan a one-day workshop on fetal alcohol syndrome.

4. Volunteers who write and develop brochures, posters, handouts specifically aimed at women as the target group, and then distribute them.

5. Have volunteers develop and write public service announcements for radio and television on "where women can get help".

6. Appoint your volunteers to important community groups and organizations such as consortia of human services, local conference planning committees, health system agencies, unified or county board systems, boards of Directors of hospitals, agencies, Councils, medical and nursing associations.

7. Volunteers who appear at public hearings regarding funding of alcohol and drug programs and priorities for funding programs.

8. Volunteers who show films on AODA issues at the public library.

9. Volunteers who work in agencies providing a number of different services such as:
   a. Doing follow-up telephoning to clients who have left treatment.
   b. Providing transportation and an introduction to AA meetings on an on-call basis (telephone roster).
   c. Teaching minieducational courses or "alternatives" classes to women in residential living houses.
   d. Facilitating women's support groups.
   e. Providing telephone referral to women calling with questions on alcohol problems, as a consequence of "advertising" treatment services locally.
   f. Providing orientation to family members of people receiving in-patient treatment about Alanon on a weekly basis.
   g. Trained volunteer interventionist teams.

10. Volunteers on-call to go to police station and assist in intervention with women brought in by police.

11. Volunteers who could develop and distribute an "at-risk:" questionnaire for early identification of women going through separation, divorce, child-management problems.

12. Volunteers to provide training programs to tavern owners for recognition and peer counseling for troubled customers.

VOLUNTEER PROGRAM

JOB DESCRIPTION

TITLE: ADMINISTRATIVE ASSISTANT

GOAL: To produce the Women Reaching Women Newsletter on a bimonthly basis that is ready for printing.

QUALIFICATIONS: Ability to do layout of newsletter print and type accurately.

DEFINITION OF DUTIES: To type final copy of newsletter and do layout work using grids and t-square.

TIME COMMITMENT: 8 hours per month for newsletter
2 hours per month for in-service training and business meetings
Minimum of 9 months commitment.

ORIENTATION AND TRAINING:
1) 2 hours orientation to the agency
2) 2 hours for Newsletter orientation

RESPONSIBLE TO: Women Reaching Women Chapter Coordinator

Individuals as well as entire Women Reaching Women Program will be subject to periodic review to assess it's effectiveness in meeting overall program goals and objectives.

JOB DESCRIPTION

TITLE: GROUP FACILITATOR (DIRECT SERVICE VOLUNTEER)

GOAL: To assist women in gaining access to the alcohol and other drug abuse service delivery through consciousness raising within the group setting; and to provide a supportive environment on a regular basis to women on a post-treatment basis.

QUALIFICATIONS: Ability to communicate effectively, work with women, empathize, and organize meetings. Also a commitment to the agency's goals and beliefs and enthusiasm.

DEFINITION OF DUTIES: To lead a women's support group for women with a history of alcohol/drug problems.

1) Set up regular weekly meetings
2) Set up regular meeting place
3) Facilitate group interaction and discussion
4) Act as group leader

TIME COMMITMENT: Three hours per week; two to lead the group, and one hour for travel time.
Two hours per month for in-service training and business meetings.
Minimum of 8 hours commitment to the program.

ORIENTATION AND TRAINING:

1) 8 hours of Facilitator's training
2) 16 hours of Support Group membership participation
3) 2 hours initial agency orientation

RESPONSIBLE TO: Women Reaching Women Chapter Coordinator

Individuals, as well as the entire Women Reaching Women program, will be reviewed periodically and evaluated in regard to effectiveness in meeting the goals and according to audience response.

VOLUNTEER PROGRAM

JOB DESCRIPTION

TITLE: PUBLIC SPEAKER

GOAL: To increase community awareness concerning the causes of and avenues to help prevent alcohol and drug abuse, to provide participants with skills focusing on the prevention of socially unacceptable behavior with an emphasis on alcohol and drug abuse.

QUALIFICATIONS: Public speaking and group leadership ability, some ability to operate visual aide equipment helpful, commitment to agency's goals and beliefs, enthusiasm.

DEFINITION OF DUTIES: To make presentations on behalf of this agency for the purpose of helping people to know 1) the difference between responsible vs. irresponsible use, 2) how communication effects alcohol/drug -using and related behavior, 3) that learning specific alcohol/ drug information will add to their knowledge of prevention, 4) their own attitudes toward and patterns of alcohol/drug use, 5) issues related to women and alcohol/drug abuse.

TIME COMMITMENT: Four hours per month minimum for program presentation, prep aration and evaluation time.

Two hours per month for in-service training and business meeting.

Six month minimum commitment.

ORIENTATION AND TRAINING:
1. Sixteen hours of initial training
2. Two hours per month on-going training
3. Four hours initial group leadership evaluation

RESPONSIBLE TO: Women Reaching Women Chapter Coordinator

Individuals, as well as the entire Women Reaching Women program, will be reviewed periodically and evaluated in regard to effectiveness in meeting the goals and according to audience response.

VOLUNTEER PROGRAM

JOB DESCRIPTION

TITLE: RESOURCE NEIGHBOR

GOAL: To provide support and referral to people effected by alcohol and drug problems in a neighborhood setting.

QUALIFICATIONS:
- Female.
- Must be 18 years or older.
- Able to demonstrate concern for people.
- Supportive home atmosphere.
- Ability to maintain confidentiality.
- Successful completion of training.
- Emotional maturity.

DEFINITION OF DUTIES:
- Provide information.
- Assess needs and refer appropriately.
- Sensitive.
- Provide crisis intervention.

TIME COMMITMENT:
- 15 hours training.
- 2 hours/month ongoing for a 6 month commitment.

ORIENTATION AND TRAINING:
- Comprehensive training in community resources, referral, and crisis intervention.
- Drug and alcohol information.

RESPONSIBLE TO: Women Reaching Women Chapter Coordinator

Individuals, as well as the entire Women Reaching Women program, will be reviewed periodically and evaluated in regard to effectiveness in meeting the goals.

VOLUNTEER PROGRAM

JOB DESCRIPTION

TITLE: ADVOCATE

GOAL: To advocate for women's health issues, especially in the area of alcohol and drug abuse.

QUALIFICATIONS: Knowledge of alcoholism, ability to communicate effectively, public speaking skills, commitment to projects, goals, and objectives. Enthusiasm.

DEFINITION OF DUTIES: Respond to legislative issues (local, state, national) by

a) writing letters
b) making phone calls
or c) organize other people in own groups, i.e. church, women's groups

Be available to speak on radio or TV

Write letters/articles for newspapers

TIME COMMITMENT: Six hours per month for researching information, drafting correspondence and/or presentation time

Two hours per month for general volunteer meetings

Minimum of 8 months commitment to the project

ORIENTATION AND TRAINING: General training session (8 hours)

Advocacy training (8 hours)

RESPONSIBLE TO: Women Reaching Women Coordinator and/or WRW Mass Media Coordinator

VOLUNTEER RECRUITMENT TECHNIQUES THAT HAVE WORKED FOR WOMEN REACHING WOMEN

1. Write public service announcements (p.s.a.) for radio, television, and newspapers. (See How To Use Media Section.)

2. Write a feature story for the newspaper on your project and its mission. (See How To Use Media Section.)

3. Write short feature stories for bulletins and newsletters of other women's organizations and church groups.

4. At the end of a public speaking engagement, request volunteers.

5. Use other volunteers to recruit people they know.

6. Go to open A.A. meetings and request permission to talk about your volunteer project.

7. Contact R.S.V.P. - - the organization for persons over 65 years of age.

8. Recruit through Voluntary Action Centers and University Volunteer Services.

9. Contact University Departments such as Social Work, Sociology, Psychology, Women's Studies, Journalism.

10. Send out letter of introduction to community groups, churches, human service agencies and add that volunteers are wanted. (See Sample Media Section, p. 54).

11. Contact the VISTA or ACTION office in your area and request a volunteer (usually requires writing a proposal).

VOLUNTEER SCREENING PROCESS AND TRAINING SCHEDULE

Prescreening

Upon the initial contact with a potential volunteer (i.e., telephone or personal contact) it is important to assess the person's appropriateness for involvement with your agency.

At this time an explanation of the agency's function, the volunteer program, and the commitment required by volunteers is discussed.

It is also important in the prescreening to determine:

1) The person's communication skills and public speaking experience.
2) The motivating factors for volunteering.
3) The person's personal philosophy regarding alcohol/drugs vs. your agency's philosophy.
4) If the person is serious about volunteering.

If the person meets the criteria for becoming a volunteer, an interview will be set up. If the person does not, information about other agency volunteer programs is given according to appropriateness.

Interview

Upon completion of the Volunteer Application, the prospective volunteer is interviewd by two members representing staff or current volunteers.

The following is a guideline used during the interviewing process:

1. Communication Skills - experience, desire
2. Philosophy - Is the person's philosophy and approach conducive with your agency
3. Commitment - Is the person serious?
   Discuss training
4. Motivation - What interested the person in volunteering?
   What does the person expect to gain personally?
   What does the person feel they have to contribute to to the program?
5. Personal Profile - Is the person open, honest?
   Does the person have good listening skills?
   Does the person have constructive social attitudes?
   Is the person judgmental/non-judgmental?
   Is there a history of drug/alcohol problems in their personal life?

Both members of the interviewing team will evaluate the prospective volunteer. Evaluation form to be used.

If the evaluation of the prospective volunteer is positive, a letter of acceptance will be sent. If the evaluation indicates an inappropriateness for selection, a letter will also be sent thanking the person for applying.

VOLUNTEER REGISTRATION FORM
(please print)

NAME:_____ DATE:_____
(first) (middle) (last)

HOME ADDRESS:_____
(city) (state)

HOME PHONE:_____ WORK PHONE:_____

DATE OF BIRTH:_____

NUMBER OF CHILDREN:_____

AGES:_____

PREVIOUS WORK EXPERIENCE:_____

_____

_____

SPECIAL SKILLS, TRAINING, INTERESTS, HOBBIES, ETC._____

_____

_____

_____

DO YOU PREFER TO WORK WITH ANY PARTICULAR AGE GROUP?_____

_____

DO YOU HAVE YOUR OWN TRANSPORTATION?

NO_____

YES_____

	EXCELLENT	GOOD	FAIR	POOR	COMMENTS
COMMUNICATION SKILLS					
COMMITMENT HOW SERIOUS					
PERSONAL PHILOSOPHY					
MOTIVATION					
OPENNESS - HONESTY					
SOCIAL ATTITUDES AND VALUES					
PERSONAL PROBLEMS					

COMMENTS:

WORK AGREEMENT

_____(Name)_____VOLUNTEER

AND

_____ Agency

_____has volunteered to work two evenings a week at_____. Her main responsibility will be to lead the Tnursday-night A.A. meetings from 6:30 to 9:00 p.m. - CLOSED MEETINGS. She also attends the Monday-night class as a support person.

Final responsibility for_____will be to the director of the alcohol and drug program.

_____has made a six-month committment - March to August - to this program.

DATE:_____

SIGNED:

_____
(Name) Volunteer

_____
(Agency)

_____
Chapter Coordinator
Women Reaching Women

JEFFERSON COUNTY HUMAN SERVICES

PLEDGE OF CONFIDENTIALITY

I, _____, do hereby pledge to maintain strict standards of confidentiality and professional ethics. I understand it is the policy of Jefferson County Human Services that client information should be respected and protected under all circumstances in order to insure privacy for clients. I, also, am aware of the provisions of the Privacy Act of 1974 and that I may be subject to disciplinary action and criminal prosecution for knowing and willful violations of the Act. I realize that questions about whether someone is or has ever been a client, when asked, must be answered noncommittally. I will consult with a supervisor prior to taking any action where there is doubt whether such action is in conformance with the Privacy Act. I have been informed that clients who desire information sent to other agencies must so stipulate in writing on a written release agreement exactly which information is to be released and that no blanket consent documents will be used. I will make disclosure of client records only to a Jefferson County Human Services employee who has a legitimate need to know the information in the course of his official duties. I know that violations are punishable by fines up to $500 for the first offense and that any violation will be cause to terminate my relationship with Jefferson County Human Services and the Women Reaching Women volunteer organization.

I have read and fully understand the above.

_____ _____

Signature Signature of Witness

_____ _____

Date Signature of Supervisor

Date: _____

Dear

Thank you for considering volunteering for Women Reaching Women. Your application and interview information has been reviewed by interviewing personnel and administrative staff. At this time, we believe that your involvement with Women Reaching Women would not be of mutual benefit. I hope this does not discourage you from considering other related opportunities.

One out of four American people, 400,000 in our city alone, are involved in a myriad of volunteer service positions. The Voluntary Action Center acts as a clearinghouse to match interested volunteers with groups, agencies and organizations that are in need of your volunteer enthusiasm. They may be contracted at 256-7013.

Once again, thank you for considering Women Reaching Women.

Sincerely,

Date:_____

Dear

At this time we have you listed as being "on leave of absence."

Please let us know what your future plans are concerning Women Reaching Women. We would like you to get re-involved with us. If you cannot do this, please let us know so that we can terminate your status. If I do not hear from you within 2 weeks, I will assume you do not plan on returning and will terminate your active status with Women Reaching Women.

Thank you,

WRW Chapter Coordinator

WRW Business Phone
257-7970

GUIDELINES FOR WOMEN REACHING WOMEN CHAPTER COORDINATORS

Factors to consider as a Volunteer Coordinator:

1. The recovering status of volunteers is confidential information. Even if volunteers publicly divulge their recovery status you are not to give names to the media or other interested parties, particularly if they are requesting interviews. Always check it out with your volunteer first. If other volunteers in your group do not know the status of recovering volunteers, you as the Coordinator are not the person to inform the group. Leave that to the individual volunteer.

2. It is important for you as the Coordinator to find out whether or not a volunteer is recovering. This can be done during the interviewing process. (If the volunteer is unwilling to share that information with you she/he may not be an appropriate candidate for the project). This does not imply however, that the volunteer is required to "go public".

3. Personal histories may become known to you as the Volunteer Coordinator, as you may be the "confident" of all, some, or none of your volunteers. All that information is strictly confidential.

4. Part of your ethic as a Volunteer Coordinator is not to speak to your volunteers about another volunteer you may be having problems with. You may wish to set up a steering committee which would deal with volunteer problems with written by-laws, or you may only want to speak to other agency staff about volunteer problems. Be sure that the system you devise is one with structure. A problem you have with a volunteer is privileged information.

GUIDELINES FOR YEARS OF SOBRIETY/CHEMICALLY FREE

Basically all WRW Chapters have three types of volunteers.

Agency Placement Volunteers: At least 2 years recommended unless the agency specifies otherwise. Always check it out.

Speaker's Bureau Volunteers: One year recommended.

Administrative Assistant/Clerical: six months encouraged. Less than 6 months discouraged but judgment of Coordinator serves as best guideline.

WOMEN REACHING WOMEN VOLUNTEER TRAINING

Agenda:

8:30 - 9:00	Breakfast
9:00 - 9:15	Introduction to Women Reaching Women - Chapter Coordinator
9:15 - 9:30	What Being a Women Reaching Women Volunteer Means To Me - WRW Volunteer
9:30 - 10:10	Introduction to Women's Assertiveness/Life Skills
10:10 - 10:50	"Women and Alcoholism" An overview of definitions, side effects, and treatment available to women.
10:50 - 11:00	Coffee, tea break
11:00 - 11:40	Fetal Alcohol Syndrome
11:40 - 12:30	If You Love Me: Film focusing on the effects of Alcoholism on the family members

- - - -

WORKSHOP

UW-La Crosse Campus
302 Cartwright Center

Friday

6:00 - 7:15	WELCOME! FILM: Chalk Talk
7:15 - 7:30	Break
7:30 - 9:30	DYNAMICS OF ALCOHOLISM

Saturday

8:30 - 8:45	Coffee, rolls
8:45 - 10:45	WOMEN REACHING WOMEN 1. WOMEN, ROLE CONFLICTS: Panel Discussion 2. Women's Specific Needs.
11:30 - 12:30	LUNCH BREAK
12:30 - 3:30	1. ORIENTATION TO THE AGENCY AND GUIDELINES 2. REFERRAL AND RESOURCES IN LA CROSSE COUNTY 3. FUNDING FOR TREATMENT, TRANSITIONAL LIVING, AND COUNSELING
3:30 - 3:45	BREAK
3:45 - 4:30	HANDLING THE CLIENT, AVOIDING VALUE JUDGMENTS
4:30 - 5:00	FILM: Secret Life of Sandra Blaine
5:00 - 6:00	SUPPER BREAK
6:00 - 7:00	FILM: Second part of Secret Life of Sandra Blaine story, thoughts, questions
7:00 - 7:30	Uniform message, Do's and Don'ts of Volunteering Confidentiality
7:30 - 8:00	Close

PUBLIC SPEAKING TIPS

Women Reaching Women - SPEAKER's BUREAU

BY: Marti Morino, Milwaukee Women Reaching Women Volunteer

A Speech is an orderly manner of expressing your thoughts and convictions so as to interest and convince people.

It can be considered as an enlarged conversation, carried on with a number of people.

In Public Speaking, one has the purpose of getting results, and securing a definite response from the audience.

A Successful speaker;
- is a logical leader,
- develops personality and latent abilities,
- learns to be conscious to be agreeable, adapts oneself to conditions and people,
- learns to talk clearly, concisely and convincingly.

Important Aspects of a Good Speaker
- Strong voice
- Good eye contact
- Erect posture
- Clarity
- Decisiveness

A good speech can persuade, arouse, inflame and change the course of events.

Ways of evaluating your speech
- videotape - probably the best means possible
- listen to tape recordings - be objective
- watching self in full length mirror - not always effective because you don't have same distance between yourself and mirror that you have between yourself and audience
- asking friends to listen objectively and give a critique.

Some general comments on delivery
- A lower pitch carries conviction and authority
- Low volume suggests low energy, less enthusiasm and weariness
- Avoid harsh sounding, grating, shrill voice
- Vary volume, tempo, and pitch
- Check your posture, and body language. Keep your arms alongside, try to relax, avoiding playing with pens, silverware, hair or jewelery
- An overly dramatic speech is characteristic of insecure people with no power.
- Avoid tag questions - small questions following an assertive statement
- Don't use rising inflections at end of sentence - this indicates one isn't sure

ON NERVOUSNESS

Even experienced speakers feel nervous tension; this can stir the speaker to dominate the audience. One needs to achieve self control, and this is done by practice. Knowledge will hlp to alleviate your fear. Know your subject well. Have conviction on the subject and a belief in your ability.

Assess your Audience - don't make any assumptions.

What are the expectations of the group? What do they already know on the subject?
How large is the group?
What time should you arrive? When do you start speaking?
Will you be spending informal time with the group?
How long will you expect to be there?
Learn the format of the meeting or group.
Get specific directions, check parking accommodations.
What seating arrangements are there?
Will you be using a podium?
Will you be using audiovisuals? Get there early to check on all the equipment.
Have a watch to check your time.
Check the smoking and ventilation -audience should be able to see you, not through a haze of smoke.
Is the audience there because they want to be or because they have to be?
Hand out brochures and other written information at the end or the audience will sit and read while you are speaking.
Have a test available to stimulate the audience, if needed.
Dress according to the audience to help insure your comfort.

Remember - for some in the audience, your material will be;
threatening
unfamiliar
uncomfortable

Outline Your Speech - pick out major points

1. Opening; secure the attention of the audience
2. State the problem - color it with anecdote or quotation
3. Prove the existence of the problem. Use statistics, quotations or examples.
4. Describe the unfortunate consequences of the problem or prevailing conditions. Persuade them to be concerned. How do these consequences affect this audience?
5. Is there a solution? What changes are needed?
6. State solution. Document why this is most effective.
7. Anticipate and answer questions and objections. Again, keep in mind the emotional nature of your topic.

A Speech has Three Parts
It is a good idea to outline your speech.

SPEECH BEGINNING

Catch attention of your audience. Stimulate their interest. May use a quote or ask a question, a short anecdote or narrative. An introduction should indicate the purpose or theme of your speech. Make purpose and scope of your discussion clear to your audience.

MIDDLE PART - may be considered to be the most important.

The points you have chosen are developed in detail.
Do not take for granted that the audience is familiar with basic concepts in that field.
It is better to have 2 or 3 developed points than 4 or 5 which are only partially developed, or which assume information the audience does not possess.
Decide the order of points you want to make; remember the last one is the one they will likely best remember.
Since audiences vary - your final point may vary according to the audience.
** If the story has firsthand experience, or observation, it will have a stronger appeal to the audience. If you have personal experiences with alcoholism, decide for yourself if you want to share that information. You may find that you don't care to be personal with one group, and at the next, you feel more comfortable sharing your own experience. In any case, it is never necessary that you do.

CONCLUSION

Should be 1. satisfying
2. Inevitable - all points of speech directed toward the conclusion
3. Short
4. Strongly and economically worded
5. Concentrated in thought

Summarize your chief points

Validate your thesis

Reaffirm your purpose

Take extra care with the last sentence.

Allow time for questions and answers.

With question and answer session, it is good to remember to be brief. Don't make a new speech with each answer. Also, you are in control of the questions so don't allow the person asking you a question to make a speech out of it; be prepared to interrupt the person speaking with "what is the question?". Other people will want to have a chance to talk.

If one person monopolizes; "I'd like to hear from the rest of you" usually works.

Bring a question and answer session to a strong conclusion. Try to leave time for private questions.

Have your speech represent you. Be comfortable with your method of delivery. Try to avoid a memorized speech, be spontaneous, just know your material. Some suggest printing your speech on large cards, so as to avoid rattling paper. On these cards you can also make notes in the margin reminding you of certain body language cues, posture, eyecontact, hands, etc.

A speech on ALCOHOLISM AND WOMEN should include;

A definition of alcoholism
the disease concept
the growing number of women alcoholics
some of the differences between women and men and their patterns of drinking
FAS
the stigma placed on women concerning alcoholism
what is WOMEN REACHING WOMEN
have with you addresses, telephone numbers
know about AA, Alanon, Alateen
Doctor's treatment of alcoholism in women usually involves prescribing tranquilizers, or mood elevator, antidepressant, and thus a poly-addiction

The above can be expanded upon - read, study, learn; collect articles concerning the issues.

Suggested Reading:

A Dangerous Pleasure - -Geraldine Toucha

The Drinking Woman - - Edith Lynn Hornik

Turnabout - - Jean Kirkpatrick (founder of Women for Sobriety)

Cracker Factory - - Joyce Rebeta-Burditt

Past issues of WRW newsletters

WOMEN REACHING WOMEN SUPPORT GROUP PROGRAM

The focus of the program is self-help and support.

EXACTLY WHAT IS A SUPPORT GROUP?

A support group is a safe place to try new behaviors and ideas. A place for a woman to get in touch with her own power and dignity--in order to be able to take charge of her life. Members have an opportunity to learn:

-- trust
-- communication skills
-- problem solving skills

WHY A SUPPORT GROUP FOR WOMEN WITH ALCOHOL PROBLEMS?

Studies show that women have a much greater struggle in recovering from alcoholism. It takes them a longer period of time and more therapy, yet they have the least amount of help available.

After treatment, the alcoholic woman is most often living within the environment that nurtures her problem, which can only be overcome when she has a desire to overcome, and changes her mental environment, her habits, her thoughts, her actions and reactions, her life responses.

Here is where other women who have gone through and are going through the same thing can give her the support she desparately needs.

We are offering a support group as an addition to AA or an alternative. We know that there are women who do not feel comfortable with AA or feel they cannot discuss certain issues that need to be dealt with, such as:

Guilt - Guilt of a mother regarding her family and children If this guilt is shared with other women it can be alleviated, and become a thing of the past. A man feels remorse for having hurt his family but rarely guilt and he never feels the same as women do. There is a vast and distinct difference in this particular area between male and female alcoholics.

Sexuality - Sexuality and relationships with men is another issue women are not able to discuss in front of males.

These issues and many more can be dealt with in a women's group. For some women a group is the first place they've ever had close relationships with other women, and learn that there is a whole new world of support. They learn to trust other women, to become friends with other women.

GOALS OF A GROUP

Some of the goals of a group would be to identify areas in a woman's life she wishes to change. To give support in areas where she is in the process of change.Personal growth in confidence, interpersonal skills, and a sense of strength and power as a woman.

TARGET GROUPS

-- Women questioning their use of alcohol.

-- Recovering women.

STRUCTURE OF GROUPS

6 - 8 Members
2 Facilitators

The group is structured to use the leadership skills of each of its members and each member shares decision making responsibilities. Each group member is provided equal opportunity to contribute if she chooses.

The support group model is based upon giving support as well as receiving.

The role of the facilitator is one of a mood creator and guide. It is the facilitator's responsibility to help create an atmosphere of trust and safety, a feeling of community.

TOPICS

1. Women Awareness, elevating women's self-esteem.
2. Positive Alternatives to Alcohol.
3. Relaxation.
4. Nutrition - Body Awareness.
5. New Behaviors
6. Guilt
7. Depression
8. Importance of self, and self-love and acceptance.
9. Sexuality
10. Recognizing a Women's needs and learning how to have them to met.
11. Making changes in a Women's life.

SOME EMERGING THOUGHTS ON STAGES OF GROUP GROWTH

These ideas are based on observations and experiences of 35 support groups for 8-10 people organized by The Counseling Center, 1974-1977, in Milwaukee, WI. These groups begin with 2 leaders who usually become members and give up the leader role after about a 6 month period. The groups meet weekly for 2-3 hours for as long as the group wants. This has ranged from 6 months to 3 years.

The following are assumptions basic to this material.

1. Each group has a unique personality of its own.
2. Each group goes through stages of growth and development.
3. These stages follow one another and may reoccur.

These are not intended to be goals for a group, but rather a reflection of what seems to happen.

STAGE 1 - OPENING UP

A. Member Issues
   What are the rules here?
   Is this safe?
   Do I fit?
   Now that I'm here, shall I join or not?

B. Leader Role
   Very powerful; Most communication to leader.
   Emerging ties between members.

C. Leader Functions
   Give information.
   Provide protection through structuring i.e., how to get aquainted.
   Model how to communicate here.

STAGE II - SHARING

A. Member Issues
   Does anyone else feel, think this way?
   This group is getting important to me.
   The leader doesn't know everything.

B. Leader Role
   Less powerful - emergence of natural leaders, more communication between members

C. Leader Functions
   Facilitate sharing.
   Begin relinquishing authority.
   Listening/Support.
   Facilitate conflict - acceptance of and protection.

STAGE III - INTIMACY

A. Member Issues
   We sure are getting close and that _____(scares me, makes me want to fight, etc.)
   Us vs. them out there.
   Resolution of conflict and power struggles.
   Clear emerging of roles in group.
   Resentments - holding, sharing.
   Uniformity among us.
   (May loose members at this point)

B. Leader Role
More like a member.

C. Leader Function
Deal with remaining dependency issues.
Provide protection where needed.

STAGE IV - WE'RE DIFFERENT TOO

A. Members
Deeper belonging, less in/out
Recognition of each other's differences
Shared control of group.
May struggle with - How do we structure time without a leader?
Stronger group norms or a confrontation of these norms.
Goal clarification.
Loosening or tightening of ties.

B. Leader (same as above)

C. Leader Function
Facilitate, Clarify

STAGE V - GOODBYE

A. Members and Leaders Issues
Dealing with letting go.
Remembering.
Sharing Goodbye.
Can we leave and still like each other?
How do I go away anyhow?

GIVING AND RECEIVING FEEDBACK

Feedback is like a mirror. It is a means by which a person can reflect back the observations of another person's behavior. It can also go one step further than a mirror. The person giving the feedback can give her feelings or reactions in relation to behavior.

The following are some thoughts on good feedback and good receiving.

GIVING:

1. Be specific and direct: It is more effective to report exact behavior than general impression. It is hard to use a steamed-over mirror.

2. Share the effect: It is helpful to know what followed the behavior, e.g. the effect on the consultation of an intervention by the consultant.

3. Be balanced: Give positive and negative feedback. Then people have a truer picture of themselves.

4. Be immediate: Give feedback as soon after something happens as possible. Later it is hard to recall and does not have the impact.

5. Be short: Effective feedback is generally short, simple and to-the-point.

6. Speak to behavior: Feedback should be reporting out OBSERVABLE BEHAVIOR --not interpretations, judgment, hunches, projections, etc.

RECEIVING:

Whether or not a person hears feedback is effected by many things: Her general openness or defensiveness, the day, the language used, the effectiveness of the feedback giver, general security, trust of the giver, abilit to hear, etc.

A very important thing about receiving feedback is that YOU DO NOT HAVE TO DO ANYTHING WITH IT. You do not have to change if you hear it. Some people block out feedback for fear it might influence them.

The following may help you HEAR more and use the feedback which you receive:

1. Concentrate on listening: You do not need to respond. In fact, it is better if you do not respond.

2. If you want to respond, wait a few seconds to let what was said to you really sink in.

3. Repeat the jist of what was said to yourself or out loud.

4. Ask for clarification if you need it.

5. Take notes and reflect on them later.

SUGGESTED GUIDELINES FOR GROUPS

The purpose of these ground rules is to enhance contact between group members and to encourage people to take responsibility for thoughts, feelings or statements which are directed to the group at large or one other person.

1. Be Here Now Emphasize the present. As much as possible, stay in the boundaries of the here and now by describing present experience.

2. Be Aware of Feelings Try to express them. Because avoidance of feelings is so ingrained, give special attention to how people feel and encourage feeling statements. "I feel sad" or "I'm afraid."

3. Use "I" Statements Rather than using the editorial "we" or "you", speak for yourself. "I feel comfortable."

4. Speak Directly to Another Person Instead of "Mary seems angry," speak to her, "Mary, you seem angry to me", or "I imagine you are angry right now."

5. Speak Freely and Openly People need not ask permission to speak, intervene move around or contribute in any fashion. However, it is easier if only one person speaks at a time.

6. Any person may "pass" If someone is uncomfortable with an exercise or question, they have the right to not participate.

7. Avoid Questions Before asking a question (or answering one) consider the statement behind your question and try to express the direct statement.
   Example: "Why are you looking at me?" (question)
   "I'm not comfortable when you look at me like that." (statement)

8. Avoid "Why?" Why leads to analyzing, mind-tripping, and often leads one away from full experiencing.

9. Avoid Judgment; Be Descriptive Describe the person's behavior and your response. In this way you do not lay a trip on someone else, and you take responsibility for your own reactions.
   Instead of: "You're really off base."
   This: "When you ramble on I lose a sense of where you are going and I start to feel anxious."

10. Confidentiality What happens in the group stays in the group. (Don't gossip) This refers especially to personal sharing.

EVALUATION OF YOUR VOLUNTEER GROUP

The evaluation of your Volunteers' efforts is important for several reasons. It gives your agency and volunteers a progress report - -where you were and where you've gone. If you intend to expand the program and are seeking funds to do so, it gives your Board of Directors and funding source a progress report of the great strides and achievements of your program to date.

You cannot judge the utility of any program without some way of measuring its success or lack thereof.

Because WRW is truly becoming a statewide project and it is anticipated that we will coordinate our projects and activities on a regional basis (as well as serve as a support network) it is an asset for the project as a whole to know where we've been and where we are going. WAAODA to date has served as the "clearinghouse" for newly developed brochures, posters and innovative project ideas. When a WRW Chapter does something it deems exciting or new, the Chapter Coordinator sends it to WRW at WAAODA where it is then disseminated to all other WRW Chapters. WAAODA will continue to serve in this capacity. In addition all Chapters send a "Chapter Update" to the Editor of the Women Reaching Women Newsletter every other month, outlining volunteer activities as well as giving the names of volunteers working on the projects.

The following are some questions you can consider in evaluating the progress of your Volunteer activities. The records that you keep on these activities will come in very handy.

1. How many volunteers do you have working for you?
2. How many total volunteer hours were put in this month?
3. How many hours were volunteers trained this month (e.g. if you have 10 volunteers trained at a meeting on public speaking for 2 hours, that equals 20 hours of training.)
4. How many volunteers were trained?
5. Number of new volunteers recruited this month.
6. What were your recruitment techniques
   a. # of public service announcements
   b. # of radio announcements
   c. Names of agencies contracted for volunteers (e.g. Univ. of WI volunteer office, the Voluntary Action Center)
7. The number of volunteers placed in agencies other than your own?
8. Number of hours these volunteers provided services for #7.
9. How many people called you this month about volunteer jobs?
10. How many different volunteer jobs do you have?
11. How may public informaton communications did you have this month?
    a. Public service anouncements on alcohol and women.
       How many were done by radio, TV, or newspaper?
    b. Any TV appearances? Size of viewing audience?
    c. Any newspaper article or editorials? Size of newspaper circulation?
    d. Any public presentations? How many attended in total?
    e. Any radio shows or interviews? Size of listening audience.
    f. Did you do any workshops at conferences? Number in attendance.

12. Did you get any inquiries about alcohol abuse or alcoholism from the above? How many?
13. How many pieces of literature did you distribute this month?

The above questions can be answered on a monthly basis. It should be noted that in any given month many of the above questions may not be applicable. However, if you answer the above questions on a regular basis you will have an accurate account of what the volunteers have been working on and the utility of your program which we're sure will be proven to you over and over again.

RECOMMENDED READING FOR VOLUNTEER COORDINATORS

1. Marlene Wilson, The Effective Management of Volunteer Programs,
   Publ: Volunteer Management Associates, 279 South Cedar Brook Road
   Boulder, Colorado 80302 Cost: $5.75

2. Standards and Guidelines for the Field of Volunteerism.
   Order From: Association of Volunteer Bureaus Inc. 801 Fairfax
   Street, Alexandria, Virginia 22314
   Cost: $6.00

3. Voluntary Action Leadership. This is a journal put out by the National
   Center for Citizen Involvement, published quarterly.
   Order from: Voluntary Action Leadership, Subscription Dept.
   Box 4179, Boulder, Colorado. 80306
   Cost: $8.00 per year.

HOW TO USE THE MEDIA

This section provides information on how to use the media. It contains guidelines for:

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2.	Obtaining newspaper space and radio time	35-36
3.	Writing public service announcements	37
4.	Building a successful working relationship with the media	38

CONDUCTING A MEDIA CAMPAIGN

Keep your message simple.

Thr alcohol industry's message is:
need - - - product
(people want to relax) (alcohol)

Your message should be simple and clear:
problem - - - solution (action)

Awareness + recall - -attitude change - - behavior (action)

Be sure to give only one message in your campaign.
Always be consistent.
It helps to think of provocative questions that your adversaries will bring up.
AVOID: jargon, slang, stereotypes, scare tactics, prohibitionist or moralist stance.

REMEMBER: It will take a while for the public to catch on to your message. Change does not happen quickly. To create awareness and recall, you will need to repeat and repeat and repeat... When you are sick of your campaign the public will just be catching on.

BE SURE THAT YOU ARE PREPARED TO HANDLE THE RESPONSE TO YOUR MEDIA CAMPAIGN.

TO GET NEWSPAPER SPACE:

--News releases are the main way to get into print.
Be sure to include: who, what, when, where, and why.
--Letters to the editor are easy, effective and inexpensive.
--Editorial columns are difficult to obtain.
--Feature stories are something special. They develop a story beyond the "facts" of the news release.
--Press conferences can be called, but only if you have a controversial subject.
--Avoid paid ads. This hurts your chances of getting free space in the future.
--Don't overlook regional newspapers. They are often very eager for stories.
--Don't overlook weekly newspapers. They are often read more thoroughly than daily papers.

OBTAINING NEWSPAPER SPACE AND RADIO TIME

RADIO TIME

ASK FOR IT!

If you do not know anyone at the station or stations you want to do business with, ask the receptionist who answers the phone.

1. The name of the news director
   or
2. The person who is in charge of Public Service Advertising.

Then,

Ask to have your phone called transferred to that person.

ALWAYS HAVE THE NAME OF THE PERSON YOU WANT TO TALK TO.

WHEN you have contacted that person:

1. Ask for a time when it would be convenient to have them meet with you - you go to them.

   A. Explain -- who you are
      -- what you do, or whom you work for
      -- what you want to talk about

If you want to talk about PSA's (public service announcements - spots) you will want to talk to the PSA person.

If you want to have time on a public affairs show, ask for the news director.

If you want time on a "talk show", ask for the person who runs that show.

PLAN AHEAD!!

You may have to wait your turn on the talk shows - - sometimes they are booked 3-4 weeks ahead. Sometimes it will only be a week or 10 days before you can get in.

WHEN YOU GET THERE - - BE PROFESSIONAL

You have to know what you are talking about; and you have to <u>know</u> that you <u>know</u>.

(Actually you sell yourself first, and then you sell your product. In this case you are selling: alcoholism and drug services; mental health services; developmental disabilities service; Unified Health Services.)

DEVELOP A FLAIR FOR FLUENCY

Become familiar with the station's policy, or policies.

Rules of success and failure:

Do you know your local newspapers and radio stations

By reading and listening

Do get to know the key people who work with your local electronic and print media.

Find out about: Deadlines, advance time for "time" copy; when their staff is free to talk something over with you.

Do remember that news people are very co-operative - -they have a newspaper to fill every day of the week, or weekly; or they have 20 hours of airtime that has to be filled - - at least 8%(AM stations) has to be concerned with public affairs.

BUT ALSO REMEMBER THAT THEY ARE NOT CLAIRVOYANT! If you want them to become interested in your cause, you have to let them know about the cause, the event, the special value that your service has to the community.

DO KEEP A COPY OF EVERYTHING WHICH YOU HAVE RELEASED TO A MEDIA SOURCE FOR AT LEAST TWO WEEKS AFTER IT HAS BEEN USED. (self protection)

Do know that:

1. a news story gives facts - - information
2. a feature story develops the who, why, where, when or how of a story. The beginning of attitudinal change can start here, beginning of education on a subject.

A feature series, in-depth writing, can be a good educational tool.

3. Editorials and letters to the editor can express an opinion. In any story, an opinion must be credited to someone.

Urgent, brief messages can best be conveyed in radio and TV spots, special columns of newspapers or news fillers.

WRITING A PUBLIC SERVICE ANNOUNCEMENT

I. Identify goal of PSA
   - A. to attract who, what
   - B. why

II. Choose media resource
   - A. TV v. Radio v. Print
   - B. base decision on
     1. complexity of message
     2. audience to be attracted
     3. costs if any
     4. availability of resources
   - C. create relationship with resources
     1. exchanges
     2. predetermined PSA airing
     3. criteria of resource

III. Writing the message
   - A. what are you seeking
     1. specificity in requests
   - B. who are you addressing
   - C. how can you appeal to them
   - D. have you briefed listener on your purpose
   - E. are you being direct or manipulative
   - F. times, dates, places
   - G. criteria for application (staffing)
   - H. stick to formula
     1. 2.5 words/sec for radio
     2. .5-.75 sec/scene for TV
        a. 2.5 words/sec for written scenes
   - I. make production copy yourself if possible

BUILDING A SUCCESSFUL WORKING RELATIONSHIP WITH THE MEDIA

"Media - Unwise" - - How to wear out your welcome, from A to Z

a. Ask to see copy before printed
b. Demand to know why it wasn't used
c. Give an "exclusive" story to two competitors
d. Forget to say Thank You. (Remember to complain, correct)
e. Show up without an appointment
f. Never show up personally to meet media people
g. Pass off as hard news, no news
h. Try to use media to promote yourself or agency rather than a cause
i. Give "off the record" interviews
j. Present written materials in messy format or irregular format for that medium
k. Present dry statistics and ignore the human interest angle
l. Don't take the time to know anything about their paper, station, show, etc.
m. Don't take the time to know the actual names of the reporters, etc.
n. Demand space on a specific page of the paper or time of week or day
o. Use jargon or acronyms without explaining or finding simpler way
p. Treat media people as servants to publicize what you define as interesting
q. Act as though your story is the only important one
r. Take up more time than necessary in an interview, etc.
s. Come with a half-thought idea for a feature story or interview-no leads, phone numbers, nothing
t. Be too rigid in what you think a story should contain and even go so far as to suggest a title for a story that they are doing for you
u. Forget to check out facts you give out
v. Forget to check back with media as new developments take place and instead inform a competitor (keep track of who covered your publicity in the past)
w. Overuse the media (e.g., send a letter to editor every week)
x. Send information in with too much or too little advance time
y. Call up Newsroom during deadline time with something that can wait
z. Use media stories without giving credit to source

SAMPLE MEDIA MATERIALS

PAGE

1. A newspaper press release aimed at recruiting WRW volunteers..... 40

2. A newspaper press release announcing a special event sponsored by WRW..... 41, 42

3. A newspaper story about WRW..... 43

4. A radio public service announcement aimed at raising the public's awareness of women and alcoholism..... 44

5. A radio public service announcement aimed at recruiting volunteers..... 45, 46

6. A radio public service announcement promoting a special event sponsored by WRW..... 47, 48

7. A series of public awareness programs for radio. 49-53

8. A letter used by the Brown County Chapter to introduce WRW to other agencies in their local Alcohol and Other Drug Abuse community..... 54

For More Information:
Bonnie Russo
Portage County Council on
Alcohol and Drug Abuse
2715 Post Road
Stevens Point, WI 54481

For Release: Week of Jan. 14

LOCAL ALCOHOL PROJECT SEEKS VOLUNTEERS

Women Reaching Women is a statewide volunteer task force concerned with women and alcohol abuse. The local chapter is sponsored by the Portage County Council on Alcohol and Drug Abuse.

The project is seeking volunteers to work as speakers and publicity writers, and to distribute literature on Fetal Alcohol Syndrome (FAS). "Our ultimate goal is to increase public awareness of the issues of women and alcohol and to help more women get help for their problem", states local Coordinator Bonnie Russo.

Training will be provided for the volunteers in the areas of public speaking, alcoholism, and the special treatment needs of women. "The women who drinks too much often experiences feelings of guilt and shame," adds Ms. Russo, "and because of this and the fact that society does not understand her illness, it is difficult for her to ask for help."

If you are interested in helping to inform the community about the nation's most prevalent drug problem, and feel that you could donate a few hours a month contact Bonnie Russo at the Portage County Council on Alcohol and Drug Abuse, 2715 Post Road, Stevens Point, WI 54481.

COVER LETTER

October 19, 1978

"Women Reaching Women" is a new federally-funded alcoholism project operating in five counties in Wisconsin, including Dane County. Our primary goal is to promote awareness of the needs of women alcoholics. We are particularly interested in using the Window as a forum in the Madison area, since your publication reaches so many homes.

We are launching our public awareness campaign with a non-alcoholic drink tasting party at Lysistrata restaurant on November 3rd. May we count on you to print the enclosed announcement? If your schedule permits, we would appreciate having it appear the week of October 30.

If you have any questions about the Women Reaching Women project, or about the party, please feel free to call Yvonne Pola at 257-7970.

Thank you for your willingness to publicize this event.

Sincerely,

Volunteer, Women Reaching Women

PRESS RELEASE

From:
Women Reaching Women
257-7970

For use:

Week of October 30

THOUGHTFUL PARTY IDEAS: Taste and learn to fix non-alcoholic drinks for your friends and guests at Lysistrata Restaurant, on the corner of Broom and West Gorham, this Friday, November 3, from 4-6 pm. Sponsored by the Women Reaching Women project of the Wisconsin Association on Alcoholism and other Drug Abuse. For more information, please call 257-7970.

Women alcoholics face diverse kinds of problems

By DEBBIE BRADLEY
Staff reporter

Women drink, just like men, and women sometimes get drunk, just like men. And women sometimes become alcoholics, just like men.

But women alcoholics aren't being reached like men by agencies and self-help groups. It's estimated that 40 percent of the alcoholics and alcohol abusers in the state are women, but in 1976, only 14 percent of the individual served by alcohol and drug treatment facilities are women.

A group of women in Portage County has decided to do something to help.

They've formed a group called Women Reaching Women. Its aim isn't to provide one on one counseling with alcoholic women, but to provide them with information about available services and to promote awarness of alcohol problems among women.

women reaching women

The four volunteer coordinators are Murtha Anderson, Stephanie Bullis, Carolyn Teeter and Audrey McNichols. They're part of a pilot project operating in six counties in the state funded by the federal government. They're currently looking for volunteers.

"Alcoholism affects women differently," Mrs. Bullis said. "Their reasons for turning to alcohol are different than men's. They usually turn to alcohol because they're bored at home or they're facing a crisis, whereas men will drink more for social reasons."

The social stigma is also different. While society may tolerate a man who "drinks too much," it's not okay for a woman to drink.

"When you talk about an alcoholic you may visualize a skid row bum, but we're really talking about an ordinary, middle class housewife," Mrs. Anderson said.

The average alcoholic woman started drinking in her late 20s, Mrs. McNichols said. The disease progresses faster in a woman because she physically cannot handle large amounts of alcohol, she said.

Both the woman and society will work to hide the disease, she said. A woman can drink at home in solitude while the children are at school and her husband is at work. She can become drunk in public and the police won't haul her off to jail. If she hints at a problem to her doctor, he will shrug if off as a woman's aches and pains, Mrs. McNicholas said, noting that most women alcoholics are also addicted to prescription drugs.

A woman can be sent to treatment centers, but there's the question of what to do with her children, Mrs. Teeter said. And when she gets out of the treatment center she's sent home to her bar. In order to get to Alcoholics Anonymous meetings, she usually must find a babysitter.

"Even in the recovery stage, she doesn't have her independence," Mrs. Teeter said.

Nine out of 10 women will stay with an alcoholic husband, but nine out of 10 men will leave an alcoholic wife, Mrs. Anderson said.

The group feels there's a lack of awareness in the community about a woman alcoholic's needs. It wants to heighten that awareness.

"We want to educate the public so that women's alcoholism can be pulled out of the closet," Mrs. Anderson said. "Alcoholics don't need to be pitied. They need to be helped and understood."

Agencies serve as the authority, while Woman Reaching Women volunteers can be a friend, Mrs. Teeter said.

A few years ago, a woman who found a lump in her breast would hide in a corner and die before going to a doctor, Mrs. Anderson said. Now, because of an educational campaign about breast cancer, a woman will go to her doctor at the first sign of a lump.

But unlike persons with other diseases, an alcoholic won't always look for help, Mrs. Teeter said.

The group of volunteers hope to provide people that women alcoholics can talk to about services available to them.

"Agencies wait for people to come to them for help. We're going to go to the people. We're going to tell them what the agencies have to offer. It's women helping women to help themselves," Mrs. Teeter said.

Agencies don't always have the time to devote to informational campaigns, Mrs. Bullis said, but the volunteers can conduct awareness programs. They can talk to Lamaze childbirth classes about fetal alcohol syndrome and they can talk to women's groups about detecting the symptoms of alcoholism in neighbors and friends.

About 30 volunteers are needed for the program to form a speakers bureau, help with a media campaign, devise brochures and posters and work on educational campaigns.

The next training session will be held Wednesday at 2 p.m. at the Portage County Council on Alcohol and Drub Abuse, 2715 Post Road, Whiting.

P.S.A.

FROM:

RE:

TIME: 10 seconds

FOR IMMEDIATE RELEASE

Did you know that there are an estimated five million women alcoholics in the United States and approximately 48,000 in Wisconsin? Studies show that women drink often in relation to life crisis, to relieve loneliness, because of inferiority feelings, and conflicts in their sex role, regard of their lifestyle. If you would like to learn more about the issue of women and alcohol, please call WOMEN REACHING WOMEN at the Milwaukee Council on Alcoholism, 276-8487.

COVER LETTER

P.S.A.
FROM: Women Reaching Women

RE: Public Service Announcement Women Reaching Women Volunteer Recruitment
For More Information Contact:

FOR IMMEDIATE RELEASE

The enclosed Public Service Announcement pertains to the current volunteer recruitment drive underway for Women Reaching Women. This organization's goal is to promote public awareness of the needs of women alcoholics and the services available tohelp them cope with their alcohol abuse problem.

We are a volunteer effort and appreciate the opportunity to run Public Service Announcements at your station in hope that we may find people interested in joining our project.

Thank you for your cooperation in this matter.

Sincerely,

Women Reaching Women
Chapter Coordinator

P.S.A.

FROM: Women Reaching Women

RE: Women Reaching Women Volunteer Recruitment

TIME: 30 Sec.

WORDS: 67

WOMEN REACHING WOMEN is a volunteer project to meet the special needs of women with alcohol abuse problems. As a volunteer for WOMEN REACHING WOMEN you may help by carrying out public awareness campaigns,referring women to sources of help, and providing support with the recovery process. Training sessions will be starting soon, Call the Milwaukee Council on Alcoholism at 276-8487 and ask for WOMEN REACHING WOMEN.

Public Service Announcements

from WRW Training, Jan. 21-22, 1981

Women Reaching Women -- a volunteer project in Kenosha County has interesting opportunities for volunteers. We have a need at present for leaders of support groups. Training will be provided. Call 666-6666 for further details.

-- -- --

Women Reaching Women is a project responding to the needs of women who require alcohol and drug treatment and are not receiving it. We are currently looking for volunteers to help promote a healthy lifestyle for these women through support groups. If interested, call Women Reaching Women at 555-1981.

-- -- --

Women Reaching Women is an organization concerned with women and alcohol or other drug abuse. We need volunteers to lead womens' support groups. For more information call Jane Doe at 666-6666.

-- -- --

The Women Reaching Women project of Milwaukee County is currently seeking ten people interested in working as volunteer support group leaders. We offer training and supervision, as well as social experiences. If you could help and want to grow, call us at 555-1212. We're WRW of Milwaukee County. Call today. That number is 555-1212.

The above p.s.a.'s were developed by Coordinators at a WRW training session.

COVER LETTER

P.S.A.

FROM: WOMEN REACHING WOMEN

RE: Non-alcoholic drink tasting party.

FOR USE: October 30-November 3

The Women Reaching Women Project is launching its campaign to inform the public about issues involving women and alcohol abuse by sponsoring a non-alcoholic drink tasting party at Lysistrata Restaurant on November 3rd. May we count on your station to air the enclosed public service announcement?

If your schedule permits, we would appreciate airing during the week of October 30.

This event is in conjunction with the "Alcoholism is a Woman's Issue" Conference. If you have any questions about the conference, or the party, please call Hilary Freeman at 257-7970.

Sincerely,

Volunteer, WOMEN REACHING WOMEN

P.S.A.

From:

The Women Reaching Women Project

Contact Person for More Information:

For Use:

Monday, October 30
through
Friday, November 3

NON-ALCOHOLIC DRINK TASTING PARTY

Time: 30 seconds

Words: 60

All the good drinks aren't alcoholic.

So, Women ReachingWomen is having an UN-cocktail party.

At the Lysistrata Restaurant (Lis' iss tra' ta)

This Friday from 4-6pm.

For free samples and the fun of learning new recipes,

Join us at the Lysistrata

On Broom and West Gorham

This Friday - - November 3rd - - from 4-6pm.

P.S.A.

FROM:

RE: Women and Alcoholism General

PROGRAM 1

TIME: 90 seconds

Did you know that there are more than 48,000 women alcoholics in Wisconsin? Or that one out of every 10 women who drink will eventually become an alcoholic? Anyone may become addicted to alcohol. Alcoholism is a disease which is treatable if it is identified. Do you know the early warning signs of alcoholism in women? Feeling worthless and unappreciated. Drinking when you feel depressed or bored. Feeling the need to drink at a certain regular time of the day. Hiding the facts about how much you drink. Making promises to change your drinking habits - promises you can't seem to keep. Gulping drinks. Suffering a loss of memory or blackout during or after drinking. Having trouble meeting your responsibilities at home or work because of drinking. Having someone close to you express concern about your drinking. If you recognize the early warning signs yourself, get help. It is almost impossible to fight alcoholism alone. Professionals are available to listen and help you. If someone close to you drinks too much, learn about the illness, and the treatment of alcoholism, and help her find treatment for her disease. The women with alcohol problems is <u>not</u> immoral or bad. She has a disease and she needs help. For more information about alcoholism and treatment, contact the Portage County Chapter of Women Reaching Women or the Council on Alcohol and Drug Abuse at 344-4611.

PROGRAM 2

As illnesses go, alcoholism is far from uncommon. It afflicts some ten million Americans. And studies show that there are just as many women who drink as men. But the women with an alcohol abuse problem faces the terrible stigma of having failed to maintain everyone's image or the "good wife and mother", and of being an alcoholic. Women often drink in relation to a crisis in their lives, or to relieve feelings of loneliness and inferiority, and conflicts about their sex roles. Women who drink are also more likely than men to become involved with other drugs and to be abandoned by their spouses. The drinking woman is often hidden in a home situation where her family and friends "protect" her, out of ignorance or embarrassment, and fail to help her get the treatment she needs for her disease. If the alcohol-abusing woman does not get the help she needs through the intervention of family, friends or physician, the consequences can be especially harmful. She will face inevitable problems with her employer, if she is working outside the home. She will face serious health problems, including damage to her overall appearance and to every bodily organ. She will be endangering the health of her future children, if she becomes pregnant. The children she does have will suffer from neglect or abuse, both physical and emotional. Special attention must be given to the alcohol-abusing women to help her get the help she needs. If you or someone you know needs help with a drinking problem, there is help available, through local self-help groups, your Alcohol and Drug Abuse Council, and public awareness materials created for women's special needs. Call Women Reaching Women at 344-4611 for more information.

PROGRAM 3

Abuse of perscription drugs has become a serious problem in our nation, especially among women. Sixty percent of all drug-related emergency room visit involve women. 68% of the women now entering treatment for alcoholism are dually addicted, that is, dependent on other drugs in addition to alcohol. Every year, millions of tranquilizers, pain-killers, sedatives and other mood-altering drugs are prescribed for women, and used along with alcohol. For many women, prescription drugs and alcohol provide an escape from emotional strain, and the answer to their daily problems. Many women do not realize that the alcohol they consume amplifies the effects of many mood-altering drugs. The effect of the two drugs in combination is greater than an equivalent dose of either one. It is this combination of drugs that is most dangerous. It's important that women become aware of the potential interaction of alcohol with both prescribed medications and over the counter medication. Last year, alcohol combined withother drugs resulted in the deaths of 2,500 people, more than any other drug mixture. Alcohol is a depressent drug. This makes it especially hazardous when taken along with other drugs which depress the central nervous system, such as sedatives, tranquilizers, narcotic pain killers, and some anti-depressants. Overdoses of alcohol plus these other drugs can cause fatal respiratory arrest. Doctors who prescribe mood-altering drugs for women are often unaware of the extent of their patients' alcohol use, so they neglect to warn against the hazards of using drugs in combination. If you would like more information on the effects of different drug interactions with alcohol, or on the problem of alcohol and drug abuse among women, contact Women Reaching Women at the Portage County Council on Alcohol, 344-4611.

PROGRAM 4

If you are pregnant or contemplating a preganacy for sometime in the future, there are some facts you should know about the effects of alcohol on your baby. Approximately 3,000 babies are born each year in Wisconsin "at risk" because of their mother's drinking during pregnancy. A majority of the babies born to heavy drinking mothers will suffer some damage from the alcohol. Babies affected by their mother's drinking show a whole range of damage, from short stature, low birth weight, and mild learning and behavior problems, to the full Fetal Alcohol Syndrome. The full FAS includes marked growth deficiencies, multiple birth defects, and severe mental retardation. For those children who are most severely affected, prognosis is poor - - they do not "catch up". Brain damage may have occurred even when the child has no visible signs of the FAS. Alcohol is a powerful drug, which when ingested by the mother, enters the baby's blood stream, in the same concentration as it does in the mother's. Researchers do not fully agree on what the dangerous level of drinking for a pregnant woman is. The full FAS has been linked to heavy drinking, that is, an average of six or more drinks a day. However, some research shows that even moderate drinking during preganancy, that is, an average of one to four drinks a day, may increase the risks of: miscarriage, lower birth weight, unusual physical development, and lowered I.Q. Experts recommend that if you are pregnant, you limit your intake of alcohol and preferrably not drink at all. What you decide can increase your baby's chances for a good start in life. For more information, contact Women Reaching Women at 344-4611.

PROGRAM 5

Do you recognize the signals your body sends when you are becoming intoxicated at a party? Do you feel comfortable asking your host to provide a non-alcoholic drink or a snack when you feel you've had enough to drink? Sensible drinking habits depend on your understanding of the effects of alcohol on yourself and your friends. You have the right to limit your own drinking, and the responsibility to provide alternatives to drinking when your friends have had too much. What can you do to reduce the unpleasant effects of alcohol? Eat something before you drink, or while you drink, to slow down the absorption of alcohol into your bloodstream; avoid drinking when you are not feeling well; know your drinks - a shot of whiskey, a bottle of beer, and a four ounce glass of wine have the same alcohol content; drink cautiously if you are dieting; know your body signals for too much alcohol and stop drinking when they appear. When you are the host or hostess, encourage sensible drinking by serving alternatives to alcohol. Serve non-alcoholic drinks and provide food for your guests. Allow people to say "no thanks" to another drink. Discourage your guests from pushing their friends to drink more. Help them avoid "one more for the road." Arrange transportation for a friend who is too intoxicated to drive safely. For more information about sensible drinking habits, contact the Portage County Chapter of Women Reaching Women at 344-4611, at the Council on Alcohol and Drug Abuse.

Brown County Alcohol and Drug Abuse Center
305 East Walnut, Suite 204
Green Bay, WI 54301
(414) 432-1959

July 1979

Hello!

We, Bonnie Mae Franz, Terri Kolb, and Eileen Bunker, would like to take this opportunity to introduce ourselves. We are initiating a new out-reach alcohol program for Brown County called, WOMEN REACHING WOMEN. This program will be directed towards the special needs of women as they relate to both the prevention and the intervention of alcohol problems. Our trained volunteer group is presently in the process of formulating various educational programs which will begin this fall. We are being sponsored by the Brown County Unified Board through the office of the ALCOHOL AND OTHER DRUG ABUSE INFORMATION AND REFERRAL CENTER.

One of our goals is to promote public awareness and present information and educational programs to the women of Brown County concerning alcohol and alcoholism.

Another goal is to help other women of Brown County who may be having problems with alcohol abuse. This will be an important aspect of our out-reach program. It is estimated that at least 40 percent of the 292,000 alcoholic and alcohol abusers in Wisconsin are women. Yet, according to a 1976 state-wide census, women comprised only 14 percent or 3,670 of the 21,280 individuals who were served by alcohol treatment facilities during that year. We hope to help alleviate the "stigma" associated with alcohol abuse by women and thereby encourage women to freely seek help.

We will also be focusing on the Fetal Alcohol Syndrome, reported to be the third leading congenital disorder with associated mental impairment in the new-born.

By fall we will have speakers available to speak to small or large groups on a wide variety of subjects dealing with women and alcohol. If you or your organization are interested, keep us in mind. We will be sending you a descriptive brochure in early fall. However, if you have any questions please contact the Alcohol and Drug Abuse Information and Referral Center at 432-1959.

Thank you for your time and consideration.

Sincerely,

Bonnie Mae Franz
Women Reaching Women

Terri Kolb

Eileen Bunker

WOMEN REACHING WOMEN

...IS A VOLUNTEER PROJECT

CONCERNED WITH THE SPECIAL NEEDS OF WOMEN WITH ALCOHOL PROBLEMS

FOR INFORMATION CALL....344-4611

PORTAGE COUNTY COUNCIL ON ALCOHOL & DRUG ABUSE

2715 POST RD. · STEVENS POINT ·
WI. 54481

ADVOCACY AND VOLUNTEERS

Why does it make sense for volunteers to advocate? Primarily, because citizen volunteers represent the composition of a community better than most professional groups. Volunteers are citizens, neighbors, and community activists. When citizens advocate they are viewed by policymakers as speaking on behalf of the community rather than with a vested financial interest in a given program.

Citizen volunteers, in numbers, have political clout. When working in the governmental process, volunteers are viewed as taxpayers and voters. When dealing with private providers, volunteers are viewed as consumers, and as potential purchasers of services. If organized, citizen volunteers can have an impact on these systems.

This paper offers a method of advocating on any given issue. By using the suggested process, volunteers can advocate both private providers and any governmental system.

Michael Davis
Public Policy Specialist
WAAODA

ADVOCACY

Advocacy is a wide ranging activity, subtle as cloakroom politics or noisy as a public demonstration. In all cases advocacy is the art of persuading policymakers to support your cause, viewpoint or needs. A policymaker is anyone vested with the power to make decisions of public import. This includes your alderperson, local and county government officials, as well as state and federal officeholders. But not all policymakers are elected; many are appointed, or hired for the purpose of implementing policy. This includes local law enforcement people and employees of state and federal bureaucracies. Advocacy is not always directed at government. It can also be directed at people and organizations who provide AODA services, for they too are policymakers. For example, your group may decide that a local treatment center is not accessible, for a variety of reasons, to women with AODA problems. Your process of advocating can be very much like that outlined here.

Basic advocacy is bringing the attention of a policymaker to a perceived need or a problem, so that in turn, that policymaker responds to the problem and becomes an advocate for you. Remember that advocacy is competition; the advocate in the AODA field is competing for dollars, for policymakers' attention and for recognition by the public. One of the most valuable tools for the effective advocate is accurate information expressed in an articulate manner. In many cases, a clear, concise description of a problem is all a policymaker needs to act upon. Occasionally it may be necessary to include evidence of public support as well. You may offer possible solutions, but you should always be receptive to those offered by the policymakers.

In the AODA field you may find yourself advocating for the creation of a program, a policy change, or for an individual client. Whichever the case, you must be <u>prepared</u> to supply both accurate information and evidence of public support. The activities necessary to achieve this preparation, and lay the groundwork for any type of further advocacy, can be identified as these four fundamental steps:

I. Identifying the problem and solution

II. Identifying the political unit which controls your area of concern

III. Identifying key policymakers within

IV. Advocating: the squeaky wheel

Within each of these steps are many other steps depending on the nature of the problem and your objective.

Identifying the problem and potential solutions

Before you can begin to advocate you must have a clear understanding of what the problem is that you are confronting. Your objective is to be an expert on your issue. By developing a clear understanding of your problem area, you will be able to articulate your needs to policymakers, and defend against detractors.

In the AODA field you will most likely be either trying to provide service for people who are not being reached, or developing prevention programs and policies to alleviate the need for services. To clarify the nature of the problem you are encountering, begin by asking these questions:

- Who is not being served and why?
- What form of service does the individual or population require?
- Can these needs be met by expanding existing services?
- What service or program can you devise to meet these needs?
- Can that program be incorporated into existing programs?
- What laws or policies, if any, need to be changed for you to reach a solution?

To answer these questions you need to examine that area of the AODA field which is of concern to you. Begin by talking with people who provide a similar or related service; find out if that service could be expanded to meet your needs. Are these people willing to work with you? If you need to change a law or policy, find out what current policy is, and why it does not meet your needs. This information regarding laws can be found at the library, or by talking to policymakers.

Talk with as many people as possible. You will find many allies and begin to build a network of support and resources which will be invaluable later.

As you begin to explore the nature of the problem you want to solve, the solution will most likely fall within the following areas:

- Creating a service that never existed
- Expanding a current service to meet growing or new needs
- Ensuring the continued funding of current services
- Changing a law or ordinance so more needs can be met
- Changing a law to prevent AODA or help persons with AODA problems

For example, in one community police would not respond to requests from citizens to transport highly intoxicated persons to a community detoxification center.

A small group of volunteer advocates researched the laws governing police responsibility in these situations. The law was clear, but when presenting the facts to the police chief (the policymaker for the police department), the chief indicated that he did not consider the situation a high priority and that he did not have enough police to make it a priority.

The advocates then raised the issue with the local media and presented a position paper to some local alder people which resulted in a hearing before the city council. The city council and mayor are the policymaking body of the police department. The advocates filled the hearing room with citizens. The result: the city council instructed the police chief to make transportation of intoxicated persons to the detoxification center a priority within the department.

Identifying the Political System

In the above example, there were two political systems to which the volunteers advocated their cause: First, the police department itself in the person of the police chief, and then, the city council which has control over the police department. In any problem you want to advocate a solution for, you will need to know what political system has control

over your area of concern. Many of you will want to advocate for increased services or funds. In these instances you want to be very familiar with the 51.42 board system in your county, as well as the county board itself. If you want a change in policy or law, you need to know if that law or policy should be changed at the local, state or federal level.

In short, this is discovering who has "jurisdiction" over your area of concern. While the actual identifying of a political system is not difficult, understanding how that system functions takes more time.

One of the simplest, and most direct, ways of understanding a political system is to talk with someone who works within it. If you want to understand your town council, talk with one of your council-persons; if you want to understand the 51.42 board system, talk with one of the board members. Also talk with anyone who has advocated within the system in the past. Talk with providers who work with the board every year.

Attend meetings. Follow what is happening with local and county government in your newspaper. The press publishes meeting times and places every week and usually what issues are covered. Listen to local call-in radio shows. While your focus will be on AODA issues, it will help immensely if you have a solid understanding of the direction your local governmental bodies are moving. Such an understanding will pay off when advocating.

Identifying the Policymakers

Hand in hand with understanding the system is the need to know who is in control of that system. Each community governmental system has a dynamic of its own, and knowing who the people are will help you understand that dynamic. Never be afraid to ask someone about his/her understanding of the system and how certain people fit into it.

At the community level, policymakers include village and town board people, mayors, or the town Chairman. At the county level, there are the county board supervisors and the 51.42 board people.

Policymakers include human service, and more specifically, AODA Program Directors and Administrators. It is these persons who identify AODA program goals and methods of implementation for prevention, intervention and treatment programming. This policymaking group is oftentimes overlooked as a target group for seeking change through advocacy.

- Associate names with positions
- Find out if there are AODA committees attached to public offices
- By talking with policymakers, develop an historical perspective on your community's policymakers (find out who, historically, has been in your corner before you begin).

Community Leaders:

It is easy to identify political leaders because their names are associated with an office. But identifying community leaders is more difficult as the role they perform is not always in the public view. They tend to be anonymous men or women who work in private industry or business, or, as private citizens, set aside a certain amount of their time for working with issues of interest and concern to them. Often they will sit on the boards or advisory committees of service organizations. In their role as leaders, they become known to the (political and governmental) leaders in the community.

Word of mouth is the best way of finding out who might be interested in your issues. Such a leader can be a strong advocate and ally. Obtain their input on your proposal.

You can also:

Become directly involved in local and state politics
Attend political functions such as fund raisers
Attend candidate forums

Through these functions you not only develop an understanding of the political make-up of your community, you also raise the visibility of your organization.

The Squeaky Wheel

Now that you have done your research and fully understand your issue; now that you know who the target policymakers are, and how they function in your community, you can begin to vocalize your needs. If you have laid your groundwork, that is, basically the first three steps, you have done a major piece of advocating. You will raise the problem as an issue to community leaders and key policymakers, you have raised your visibility and that of your organization, and you have expressed in

an articulate manner the problem and some possible solutions. In being well-prepared you will have established credibility.

Begin to circulate your proposal (on letterhead, if possible) to policymakers you want to influence. Let them know that you want their input. In the case of the above example, you would want to meet with members of the City Council individually to ask for their input and support.

Indicating a need for a program or support is not always easy to do. One method of indicating community support is to circulate a petition (for signature) regarding your proposals. A petition will not automatically create change, but it is one tool for use by an advocate.

Never badger a policymaker into committing himself or herself to your proposal. The person may need more time to consider it or to obtain some indication of community or governmental body support. Should a policymaker support your proposal, indicate that you will support his/her efforts by getting people to attend hearings to testify in favor of the proposal. Even if the person does not make a commitment, request his/her input and ask what your next step should be. Always send a follow-up letter of thanks.

Use of the Media in Advocacy

The media, including print, radio and television, is one method of developing community support and awareness for your program. A feature story about someone who is having problems obtaining needed services usually generates public interest. Follow the guidelines regarding the media in this manual. Many politicians will respond to a problem which has captured the attention of the press.

Public Hearings

The theory behind a public hearing is to allow for direct input, by citizens, into the policymaking process. Although mandated by law, hearings at the state and federal level generally have little impact on the direction of legislation. Fortunately, however, there is no better method for impacting at the local level than filling a hearing room with

advocates for a particular issue. A local policymaker will respond to a room full of his friends and neighbors.

If you testify at a hearing, make your testimony short (one page) and clear. You may read directly from what is written, but try not to repeat what others may have said. If you are an organization, state who you are, and how many people you represent. Have ALL your supporters there. Have them carry signs indicating your views. This is particularly effective if the media is present.

Coalition Building

Coalition building can be a rapid and effective method of generating support for an issue. Generally a coalition is organized among traditionally non-aligned organizations for the purpose of attaining a common goal. Watch for the opportunity to work with other organizations as you develop your issues. There are many community organizations which may share some of your interests.

Building a coalition does not mean that you have to agree with every position another group holds. As long as you can agree to work together on a particular issue, that is what is important. After the project has been completed, each can go its separate way. You also may find your group in a position to help another organization, with the prospect of reciprocal aid in the future.

One problem with building a coalition is getting each group to agree on the issue. For the sake of support you may find that some of your objectives will need to be compromised. Do not be afraid to compromise part of what you want to increase support. The more support you have, the greater your insurance of obtaining a portion of your objective. This does not mean you should give it all away either.

Coalition building is also a way of increasing the visibility of your group in the community. This increased visibility can be of help to you in the future on other issues.

NEED HELP IN STARTING A VOLUNTEER PROJECT IN YOUR COMMUNITY?

Resources available to help you:

1. Yvonne Pola, Project Director
   Women Reaching Women
   Wisconsin Association on Alcohol & Other Drug Abuse
   333 W. Mifflin St., Suite 4
   Madison, WI 53703
   (608) 257-7970

2. WRW Coordinator
   Milwaukee Council on Alcoholism
   2266 N. Prospect, #324
   Milwaukee, WI 53203
   (414) 276-8487

3. WRW Coordinator
   Dunn County Assoc.
   320-21 St., North
   Menomonie, WI 54751
   (715) 235-7597

4. WRW Coordinator
   Eau Claire County Council on Alcoholism & Other Drug Abuse
   104 E. Grand Avenue
   Eau Claire, WI 54701
   (715) 834-9568

5. WRW Coordinator
   Portage County Council on Alcohol & Drugs
   104 Grand Avenue
   Stevens Point, WI 54481
   (715) 344-4611

6. WRW Coordinator
   Coulee Council on Alcoholism & Other Chemical Abuse
   921 West Ave., South
   La Crosse, WI 54601
   (608) 784-4177

7. WRW Coordinator
   Dane County Mental Health Center
   31 S. Henry Street
   Madison, WI 53703
   (608) 251-2341